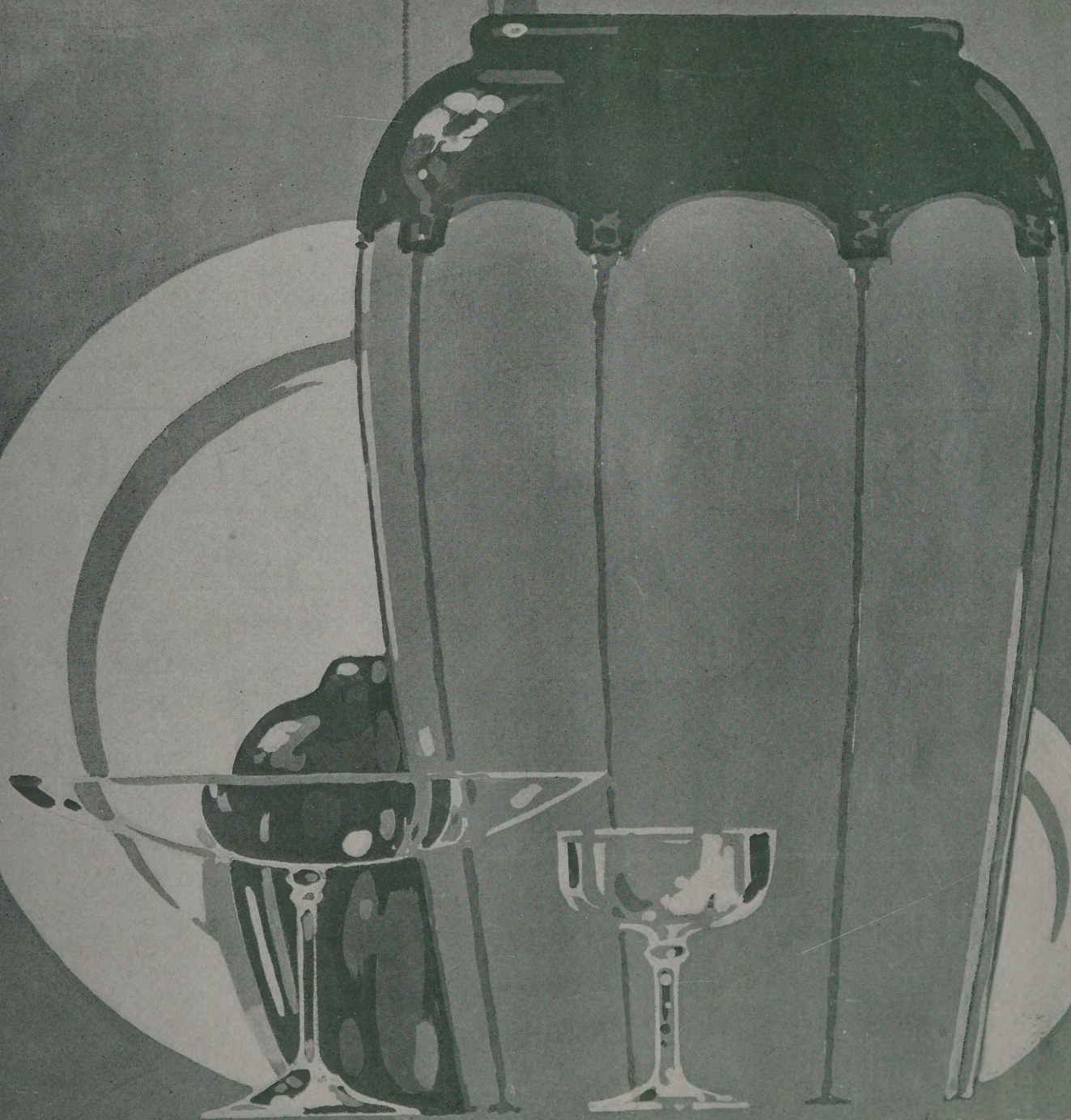


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POTTERY & GLASS



HUOTT PUBLISHING COMPANY
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VOLUME XIV. No. 3

MARCH, 1915

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Haviland on white china
France

Haviland & Co on decorated china
Limoges

We respectfully remind dealers that the china stamped "Haviland" or "Haviland & Co." is the only china known since 1840 as Haviland China and that any other ware with the name Haviland in its stamp cannot be lawfully sold as Haviland China, or without the mention of the name in full with which it is stamped.

Any infringement upon our exclusive right to the denomination of "Haviland China" for our ware would oblige us to sue the offender for damages.

Haviland & Co.
11 East 36th St., New York



ESTABLISHED 1779

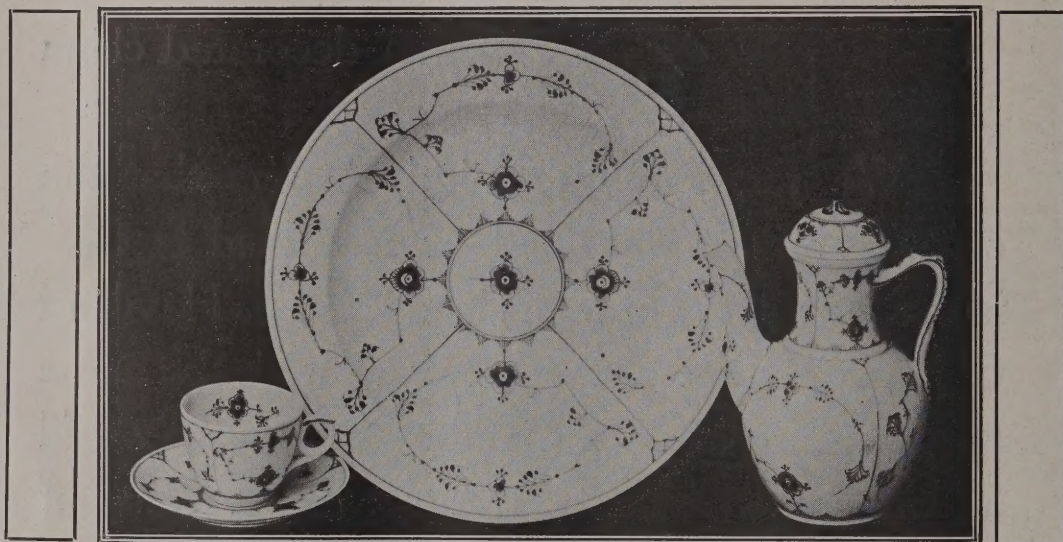
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This club will be the last word in decorative treatment and every item in its furnishing must measure up to the highest quality standards.

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IN VIEW of incorrect reports to the effect that orders for Limoges china cannot be executed, we take this means of informing all interested that the factory of Porcelaines G. D. A., in Limoges, France, has not ceased to manufacture and ship since the beginning of the European war and, so far as we have any record, has worked continuously since its founding in 1797.

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Invoices arriving this week bring us:

Order No.	ordered from New York	Oct. 27, 1914
Order No.	ordered from New York	Nov. 14, 1914
Order No.	ordered from New York	Nov. 13, 1914
Order No.	ordered from New York	Oct. 27, 1914
Order No.	ordered from New York	Dec. 13, 1914
Order No.	ordered from New York	Nov. 19, 1914
Order No.	ordered from New York	Oct. 27, 1914

and

Order No.	ordered by cable from New York	Jan. 27, 1915
Order No.	ordered by cable from New York	Jan. 28, 1915

Many other instances can be furnished, but these should suffice as proof that orders placed for the G. D. A. (or Ch. Field Haviland) Limoges china will be delivered nearly as promptly as under normal conditions.

Haviland & Abbot Co.
 95 Madison Avenue New York City



Two of the attractive and interesting industrial displays in the china and lamp department of Marshall Field & Co., Chicago, during their great "Made in the U. S. A." exposition.

POTTERY & GLASS

VOLUME XIV. No. 3.

NEW YORK, MARCH, 1915.

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Actual Letters That Have "Made Good"

The letter is a most essential item in business. It is often of graver import than the spoken word, for its message is permanent. It sometimes stands instead of a personal interview, and it always mirrors the personality of the man who writes it. Letters "that have made good," therefore, are of particular interest to every business man, not only as examples of real merit, but as suggestions as well, of what he may do himself. The following excerpts are reproduced from actual letters written, one every week, by F. B. Silverwood, of Los Angeles, California, to the salesmen in his various stores. Mr. Silverwood is an eminently successful merchant and his letters give a clue to the methods he employs in building up a successful organization. He rates the salesman above everything else—goods, store, seasons, etc.

"Los Angeles, Sept. 7th.

"Dear Sir:—Did it ever occur to you what a very important part you play in the upbuilding or tearing down of this business?—that every customer you wait upon you do so as my personal representative?—that no matter how many years of hard work and careful thought I have put into the upbuilding of this business; no matter how fair and square I want to be with each customer, and no matter how kind and attentive, some thoughtless word or act of yours may drive away a prospective or a regular customer and he will say, 'I'll never trade with that man Silverwood again. He has a smart clerk in there who insulted me'; or, 'One of his clerks thought I was not dressed well enough'; or, 'His men are too hungry for business and just because I told him that I was only looking he ignored me and passed me up like a white chip.'"

"I want it to be known broadcast that every Silverwood salesman is, first of all, a gentleman; a gentleman is always gentle. I want the man in overalls to receive the same polite attention as the man in the silk hat and frock coat. I want the looker to be accorded the same attention as the buyer; a looker today is a buyer tomorrow. What is needed most in business today is more kindness. I want you to do unto others as though you were the others. I want you to love your work and cultivate a happy disposition; happiness is a habit and I want every Silverwood employee to get the habit."

"Los Angeles, Sept. 14th.

"Dear Sir:—Never mind telling me the nice things the customer said about you or me, our merchandise, store policy or store service; tell me the disagreeable things. If you can please the unreasonable man and the chronic kicker, the others will be satisfactorily cared for. I believe we have the best-lighted, best-ventilated, best-kept stores in America. I believe we have the best windows and the best displays. I know we feature only the best makes of merchandise and price them lower than they are usually sold.

"Now, the only branch of our business that gives me a headache occasionally is the selling end. Imagine how you would feel if a friend said to you 'Silverwood, you have nice stores and carry good goods, but somehow your clerks don't take enough pains. I always get the wrong size or the wrong sleeve-length and I'm really out of patience about it, so I thought I'd be frank with you and tell you why I am not patronizing you.'"

"It is just as easy to be careful as to be careless. Little extra attentions cost nothing and gain everything. Get the habit of using your tape measure, and measure the underwear, shirt sleeves, etc., before you send them

out. It only takes a minute, makes a good impression on the customer and catches any mistake the maker might have made. Make it a daily duty to say to yourself, 'No customers I wait upon today will have occasion to complain about me.' Then work a follow-up system on yourself."

"Los Angeles, Sept. 21st.

"Dear Sir:—Did you ever walk up to a cigar counter, ask for some special cigar, and after the clerk had served you he said, 'We are having a great sale on a new cigar, let me show it to you.' He already knew the color you preferred so he showed you your color and then told you what an excellent piece of goods it was—'sweet as a nut,' etc.—and the first thing you knew you were digging for the money and saying, 'I'll try a couple.' You were not offended; you were pleased, and you liked the chap for his cleverness.

"Now, why not try that system yourself in your own department? You'll be surprised at the results. A near-wooden man can give a man two, size fifteen, Belmont collars for his quarter; but it take a real man to sell a necktie to go with them if the customer only intended to buy the collars. But it's just as easy for you to do it as it is for the cigar man to land you for those extra cigars. Those are the things which put the 'baking powder' under your salary.

"If you will sell every customer you wait upon a dollar more than he intended to purchase, you'd soon be earning ten dollars a week more than your present salary—and, if you handle the man right, he'll come back and look for you just as you do for that particular cigar clerk.

"When you sell a necktie to a man, why can't you boost the hat department—get him over there to try on some new things. He'll either buy or come back, because he can't resist our styles or prices. And when you sell a hat to a man, work some scheme to get him over among the briefs, hosiery or neckwear. If he's a young man, get one of the clothing men to have him try on a few of the new models in college clothing. I believe hundreds of men drop in to buy a hat, who afterwards see a tie or shirt in the window farther up the street and go in and buy it. That's your fault."

"Los Angeles, Sept. 28th.

"Dear Sir:—Neither you nor I can be a success without harmony; one employee with a 'grouch' can spread more dissatisfaction than a small boy with the measles can distribute the infection in a crowded school room. It's the insidious cankers of ill feeling that eat into the heart of an organization. If any two of you feel that you cannot agree, I desire your resignation, for I am the

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only one who will suffer. I have known men so contemptibly mean that they gloated every time another salesman took a swap.

"Several times recently I have received letters from customers informing me that certain salesmen promised to deliver their suit on a certain day and it was not delivered until the following day or later. I will not tolerate this kind of service. If you sell a suit, shirt, or any article that has to be altered before being delivered, ascertain just when it will be finished; if the tailors are particularly busy, use your best efforts to obtain more time, but when you have set the time, **deliver the goods at that time.** Make a note of the transaction and if you see that the tailors are going to disappoint you, refer the matter to the manager at once so that the work can be done outside if necessary, for **you must keep every promise you make.**

"I know of nothing that injures the reputation of a house more than to have it said, 'Their goods are all right, but they never deliver the package when promised.' Again I wish to remind you of that one word—**think**—the lack of observance to which separates so many indifferent men from good jobs. 'I didn't think it was loaded or 'I didn't think it mattered,' have filled more graves and almshouses than any two expressions ever coined.

"Be a rooter—the rooter inspires better ball than a hooter. A smile costs no more than a sneer. A pat on the back requires less energy than a kick in the same spot. You may say to yourself, 'Merit has no show nowadays,' but try it and see. Leaders are ordinary persons with extraordinary determination. The difference between you and your superiors is 'application'—they strive for what you wish for."

Los Angeles, Oct. 5th.

"Dear Sir:—Did you ever figure out how much capital your efficiency represents?—I mean the capital you have tied up in your body; your brains and your soul. If you earn one hundred dollars a month, you are worth just twenty thousand dollars, for one hundred dollars is just six per cent. on the amount of your worth.

"I am going to give you a simple receipt that will increase your capital quicker than any other remedy ever discovered: **'Deliver the goods.'** Kind words are easily coined and gold pieces or cashiers' checks can never take their place. There is no excuse for failure. If you make good and become the most popular salesman in the establishment, that is all the explanation that is necessary. But be humble—lofty airs only become those who have the right to use them, and such never do.

"Successful salesmanship is no more an accident than the ball player's batting average is a streak of luck. It is putting the right hits in the right place and keeping the good work up—it's head work. Today business is a race—it is a struggle for supremacy from start to finish. The field is crowded with trained competitors, eager and alert to outdo each other at every turn. Every season we keep crowding more value into every piece of merchandise so that we can hitch a bigger load to the customer's dollar than he can possibly get elsewhere.

"Now it is up to you boys behind the counters. You've simply got to develop more energy and perseverance. I know you must feel right down in your heart that you are giving every man you wait upon better values than he ever received anywhere. If so, tell him; if not, tell me. If you don't believe in me and in my merchandise, walk up like a man and tell me so and resign. If you do, then don't be too shy or modest to let your enthusiasm soak into the mind of every customer you wait upon.

"All advancement must be inspired by confidence, not only in the man you are working for, but in yourself. Successful business men today choose men for what they are—not for what they claim to be."

Los Angeles, Oct. 12th.

"Dear Sir:—If you have decided to make merchandising your life work, then get in and be the best salesman in the establishment. If you are only holding your job until you get into something else which you hope will be more to your liking, hand in your resignation and stand aside, for you are only blocking the path of some other fellow who is determined to win.

"Did it ever occur to you that you are only working your earning capacity at about forty per cent. of what

it could be? You don't realize your capability—you don't realize what the word 'opportunity' means; that is what the trouble is.

"You are working for a concern that not only pays you twice a year your portion of the net earnings of the business, but carefully tabulates your sales each day and increases your drawing account as your sales increase. You have nothing to worry about. Your pay envelope is ready for you every Saturday night, whether business is dull or not. You are a hundred per cent. better off than in a small business for yourself.

"The janitors keep the store clean; the window trimmer displays your goods; the ad writer features them in the paper; the 'old man' pays the bills. Any one of these jobs is harder than yours. All you have to do is sell goods and keep your stock in order. Now, for Heaven's sake, get in and drill. You'll be surprised at what a little extra effort will accomplish. You'll be proud of yourself and we'll be proud of you."

Los Angeles, Oct. 19th.

"Dear Sir:—If you can make one new customer every day and hold him, you'll soon be the most popular salesman in the store—your sales and your drawing account will increase so fast that you'll commence to wonder why you did not make your personality and other God-given qualities pay interest long ago.

"When a man comes in and asks for a 'shirt like the one in the window' or 'one of your blue serge suits' and you serve him, but sell him nothing else, you are not a salesman; you are an order-taker; any nineteen-year-old, ten-dollar-a-week boy can give a man what he asks for. That is not **salesmanship.**

"The three words, 'I never thought,' or 'I didn't think,' is the difference between the '**is-er**' and the '**was-er**'; it is the difference between success and failure, not only in salesmanship, but of those higher up and lower down in the establishment. Just think of the sales you might have made last season, if you had been 'on the job.'"

Los Angeles, Oct. 16th.

"Dear Sir:—If your heart is in your work you won't have to proclaim your progress; you'll be so conspicuous I'll discover it long before you do—if you outgrow your job I'll make a bigger one for you. Don't think because you don't see me every hour or every day that I'm not keeping a line on you; your daily record passes under my eyes constantly. You don't have to tell me what a wonder you are—show me. Don't get to thinking I can't get on without you—make me think I can't. Build up a personal following; make every merchant in town anxious to secure your services; have it said that you're the best hat, clothing, shirt or underwear salesman in the West.

"There is not a concern on earth that is more willing to pay you all you can earn than the one you are working for; but no one comes nearer knowing what you can earn than the same concern.

"An easily satisfied boss makes mediocre men. I will never be satisfied until every man, woman and boy in my employ registers one hundred per cent. net. The growth of an employee or a business is the inevitable result of right thought and right work done in the right direction. While you may think and the world may think that we have built a great business, I want to say to you in all candor that we have not even gotten fairly started yet. Our future growth is going to be accomplished in the most simple way, but the only true way; that is, by giving the public value—more value for their money than they can possibly get elsewhere—far better service and more polite attention than others think of giving.

"It sounds easy, and if you will do your part it will be easy. The reason we price every article in every department to sell at such very close prices is because we want to sell a man everything he wears. I don't want a man to say, 'I buy my hats and neckties from you; my shirts from Jones; my underwear from Brown.' I want him to see for himself that it is to his advantage to do all his trading with us and I appoint you a committee of one to bring it about."

(Continued on page 20)



Several novel pieces of brown earthenware, featuring a slip decorated bread plate with "Hard times in Jersey" traced in yellow, and the famous hound-handled pitcher and Toby jug, shown at the Newark Exposition.

Jersey Made Pottery Shown in Newark Exhibit

AFTER a very successful exhibition extending over a month and a half, the New Jersey Clay Products Exposition, held in the Newark, N. J., Museum under the auspices of the Newark Museum Association, closed on March 13. The idea of exhibiting one industry of the state at a time originated with the Newark museum, and the response of the commercial potters, private collectors and art potteries was beyond the expectations of the Association.

In the commercial section of the exposition between forty and fifty concerns exhibited, the modern china and porcelain being shown in large cases. Building brick from the common rough variety to the finest glazed grades; terra cotta, the many articles of clay used in the electrical and gas trades; flower pots, crucibles, and sanitary ware were shown in great variety. On the same floor with the commercial exhibits a potter's wheel and kiln were set up for practical

demonstration, and this proved to be one of the most interesting exhibits. An instructor from the State School of Industrial Arts, Trenton, N. J., was in attendance at certain hours and worked the clay from its raw state into bowls, vases, etc., which he then fired. The processes of applying the various glaze mixtures and colors was also shown.

Besides the large space devoted to New Jersey clay products, other displays connected with the industry

are on view. A series of cases contained examples of pottery work from various periods, extending from the most ancient to the wares of the principal countries at the present time.

The corridors on the two floors are devoted to historical specimens of the New Jersey kilns. There were more than 100 articles included in this part of the exhibit, all dating before 1876. These had been loaned the association by their individual owners.

A peculiarly interesting specimen



The clay modeler was constantly surrounded by a group of eager visitors, the school children taking special interest in this educational feature.

POTTERY AND GLASS



A section of the Newark (N. J.) Exposition, featuring "Made in Jersey" crucibles, modern china and fancy ware. This section of the exhibit was especially interesting.

is a brown glazed platter made about 1840 during the campaign of William Henry Harrison for President. Across the face of the platter in bright yellow glaze are the words:

"Hard Times in Jersey."

In connection with this section of the exhibition was a collection of, without doubt the first pottery made in this State. It consists of pieces of clay products made by the Indians that were found in the Saddle

River region of Bergen County. They were loaned the museum by the Bergen County Historical Society. Some of the fragments show the fine pieces of ground shell used by the Indians to give their ware strength.

One room was set apart for specimens of the work of the pupils of the art craft classes in the Montclair and East Orange schools. These included art and commercial pottery.

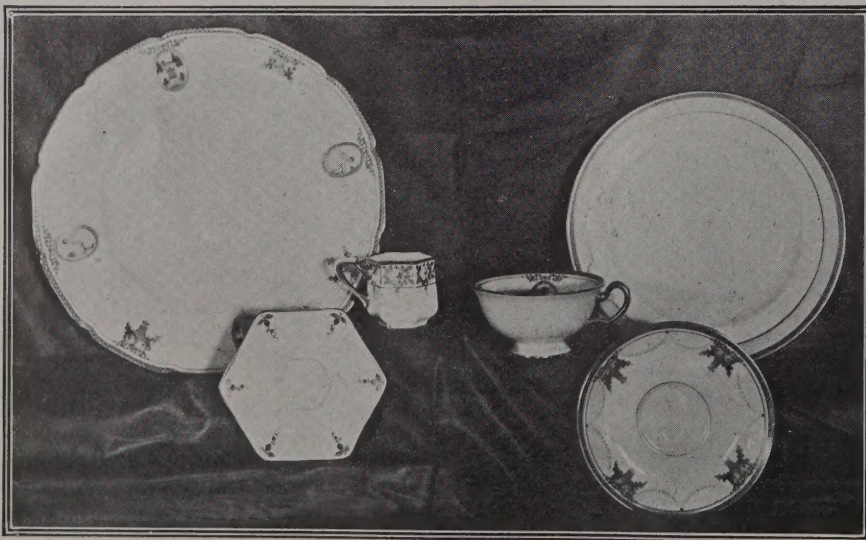
Another display that attracted attention was a variety of clay products not covered in the general line of pottery work. These included dolls, toys and many articles of daily use that are not suspected to be of clay origin.

The attendance was fully up to the expectations of the officials, seven thousand eight hundred and ninety-seven attending during the first two weeks.

The pottery industry, which has reached such magnitude that it today ranks as second among New Jersey industries, dates back in this State to 1685, when Dr. Daniel Coxe, of London, through his agent, John Tatham, erected a pottery near Burlington.

Naturally examples of the ware of so

(Continued on page 18)



A grouping of modern china decorated in a Colonial design—made in Trenton.

Proper Lamps and Lighting

This is the seventh and concluding instalment of a series of articles on light and decoration. In it the author replies to several inquiries from readers of previous articles. If there are any further questions which you would like to have answered, address them to the editor of Pottery and Glass and they will receive attention in forthcoming issues.



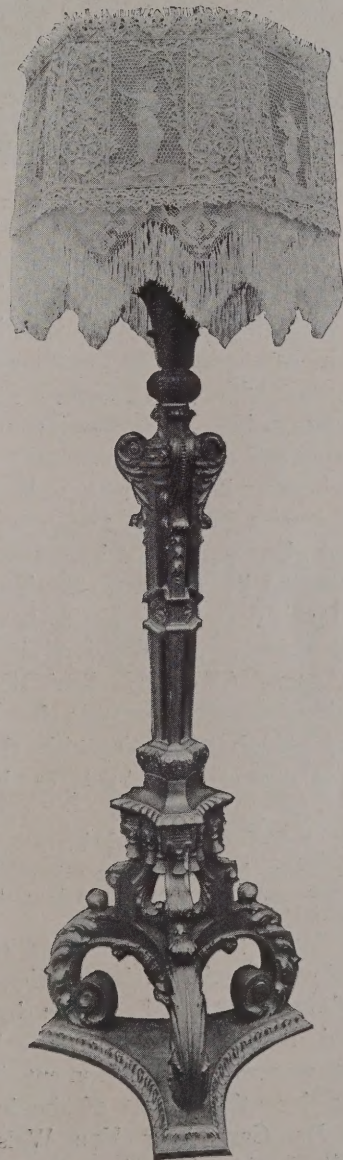
IN replying to the inquiries of those who have read this series of articles, I find that many of the questions asked can be answered collectively. I have, therefore, taken the liberty of condensing each question, and combining those which can be answered simultaneously. The names of the contributors have been omitted since many neglected to favor us with more than their initials—prompted, doubtless, by a sense of innate modesty.

CONCERNING THE LAMP ITSELF.

Q.—Don't you think you have given undue emphasis to the lamp itself, rather than the fixture.

A.—No. Without the lamp the fixture is useless—at night. With the lamp incorrectly applied, it is equally useless. Hence the lamp itself is of paramount importance. The fixture manufacturers think that because modern gas and electric lamps give that white light, daylight effect, so obnoxious from a decorator's standpoint, it is impossible to use them, and they continue to use earlier forms giving a yellow light, but at three times the operate cost. This is because the fixture manufacturer only knows *one* side of the lighting problem—the decorative phase. In shaping masses of metal, or compo, to conform with the feeling and expression of various periods the fixture manufacturer thinks he has performed his task completely. He believes that the larger forms of modern illuminants are limited exclusively to applications where glass or metal bowls suspended from chains constitute what has been termed indirect and semi-indirect lighting. He is wrong. And his error is costing him dear. All the warmth and feeling of the mellow lights of old can be obtained from our modern gas and electric illuminants, in the way which I have fully explained in this series of articles. I have proven that yellow glass absorbs but a very slight and insignificant proportion of the light emitted by these illuminants, because yellow absorbs only the blue green end of the spectrum, and that is the reign of the least brightness in the spectra of the Mazda lamp and Welsbach mantle. I predicted long ago that the manufacturers of electrical illuminants

would soon be forced to furnish lamps in yellow bulbs, to gratify the requirements of refined people who will not tolerate the abominable white light effect. This much-needed reform is sure to come. The



A type of lamp that can be used to good advantage in decoration. The standard is mahogany and the shade is real lace, silk lined.



The general illumination here results from a silver-plated reflector, concealed within the silk shade—and a Westinghouse Mazda lamp. (Actual night photograph.)

Welsbach Company have anticipated it by several years, and their mantles are furnished in different color grades, ranging from an amber, giving the soft mellowness of candle-light, to the photographic mantle with its true, white-light, daylight effect. If you think too much emphasis has been given to the lamp, look about you, and note how absolutely offensive the LAMP is, wherever it is exposed to the eye. Candlesticks capped with luminous snow-balls, so white and glary that the whole value of the fixture and its relation to the interior decoration is destroyed. Let us have light by all means—and plenty of it—but if the term ART IN TRADES means anything at all, it stands for a reconciliation of the esthetic with the utilitarian—a reconciliation yet to be effected.

THE NEW GAS LAMP.

Q.—Please give further information regarding the new gas lamp mentioned in the November article.

A.—This lamp uses a new type of burner developed by the Welsbach Company, of Gloucester, N. J., which has been termed the Kinetic Burner. It is the most remarkable development in gas lighting since the advent of the invention of Dr. Carl Auer Von Welsbach in 1887—the incandescent gas mantle. This new burner does away

with mantles and chimneys, and does not get black, or become carbonized when the gas pressure falls off. It eliminates discoloration of fixture and ceiling from heat. Owing to these facts, and particularly since it is possible to obtain these burners in units ranging from 100 to 1,200 candlepower, it is possible to use gas most effectively for all semi-direct applications.

U. S. LAMP WARE POPULAR IN CHINA

THE value of the total net imports of lamps and lamp ware into all China was about \$445,811 gold in 1909 and \$813,594 in 1912. In 1911 Germany was first among the countries supplying these imports, but in 1912 went to second place, with Japan leading. The trade with the United States in this line of goods has grown rapidly during the last few years, writes Deputy Consul General C. P. McKinnan, from Shanghai.

American goods ranking third in value in 1912. In 1913 China's net imports of lamps and lamp ware had a gold value of \$1,000,595, but information as to the share of this trade held by the various countries in that year is not available.

Large quantities of lamps are shipped from Shanghai to the interior.



The lighting of the Della Robbia Room in the Vanderbilt Hotel. At night the expression of the beautiful glassware is impaired by the harsh white light of the Mazda lamps which should have been encased in color cylinders.

Practical Law for the Buyer and the Seller

A Department Devoted to a Discussion of the Various Legal Matters That Are Constantly Confronting the Man in Business; the Opinions Rendered Are Based Upon Actual Decisions.

WRITTEN AND COPYRIGHTED BY

ELTON J. BUCKLEY

WHEN A WARRANTY OF MERCHANDISE BECOMES WORTHLESS.

AT times the most convenient thing in the world to have is a warranty. A warranty of purity, of quality, of count, of grade, of fitness for some particular purpose, in short a warranty that the particular merchandise is up to whatever standard has been represented for it. It is very important to remember that so necessary a protection must be gotten *before* the sale is completed. If the sale is allowed to go through without a warranty, one can be given fully and with perfect freedom afterward, but it will not be worth two cents if the giver wants to squeeze out of it.

The need of some remarks upon this phase of the law of sales has been emphasized by several experiences which have occurred recently in my own practice, also by the fact that I happened accidentally to read the report of a case which has just been decided precisely on the point. The case involved the sale of a cow, in which the readers hereof are perhaps not much interested, but which makes the principle involved in the giving of any warranty so clear and convincing that I shall use the incident as a text.

The plaintiff in this case had bought a cow at an auction for \$60. The animal was sold in the usual way, after being exhibited, and was then separated from the unsold cows. The plaintiff paid his \$60, and *then* went out to look at the cow he had bought a little more closely. The seller of the cow was there, and to him the plaintiff observed that the cow "didn't look right; I believe she's got tuberculosis." Up to this time there had been no warranty of the cow at all; it had apparently been sold entirely on sight. The seller, when complained to about its suspicious appearance after the sale, then guaranteed the animal to be all right, and said that if it was not he would make it all right.

As a matter of fact, the cow did have tuberculosis, and very shortly after the sale it became necessary to kill her. The buyer sued the seller on the warranty given after the sale, and the jury gave him a verdict for the full value of the cow. The court afterward set this aside, and the Appeal Court said that was right; the warranty was not binding because it was given after the sale was complete, and when title to the cow had passed to the buyer.

I will explain this a little more clearly in a minute,

but just now I want to make an observation: This is unquestionably the law all over the United States, and the court was right in so holding. But it is not good law, nevertheless. There is no moral reason why a man who makes solemn representation about merchandise he has sold should not be held to them, merely because he has already sold instead of being actually in the act of selling.

The law that a warranty given *after* a sale is not usually binding is thus stated in the following lucid extract from the decision in the cow case:

As we view it, the important and controlling question here is, had the title to the cows fully passed from the seller to the buyer before the alleged warranty was made by the seller? The essence of the sale is the transfer of the property in the thing from seller to buyer for a price. Under the evidence in the present case we think the property in the cows passed from the seller to the buyer when they were sold to him at auction and he paid his bids to the person authorized by the seller to receive the same.

It is perfectly clear, in the evidence, that the cow was not warranted before the sale. The cow in question was sold to the plaintiff and the conditions of the sale were the settlement of his bids, and he did this by giving his check to the person designated by the seller with whom the buyer could settle. In our opinion the moment the check was delivered the full title to the cows was vested in the buyer. Therefore we conclude, assuming that the warranty was made as testified to by the buyer, that it was made after the title to the cow had passed to buyer and it was void for want of consideration.

A warranty, like other contracts, is not valid unless supported by a consideration. Where it is made at the time of the sale, it is a part of the whole contract, and the price paid for the subject of the sale constitutes the consideration for it. It is not essential, however, in such a case, that the representation or warranty should be made at the exact time of the sale; if it is made at any time before the completion of the contract, and so as to form a part of the whole transaction, the price of the thing sold will afford a consideration. But a warranty made after the sale is invalid; unless it has some new consideration to support it, the consideration already given, i. e., the price, is exhausted by the transfer of the property in the thing sold, and there is nothing to support the subsequent warranty, unless a new consideration is given.

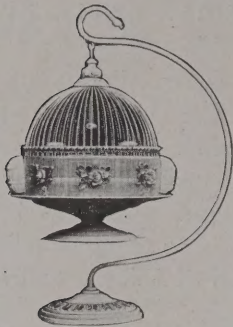
This principle has been applied and is every day being applied in thousands of cases. The point in all of them is that when a warranty is not given until after the sale, obviously the buyer could not have bought with the warranty as an inducement. Therefore, he cannot claim the benefit of it.

Always ask for a warranty before you have said, "I'll take it," and paid your money. When you get it then, you have something that you can realize upon if the merchandise is not up to representation. If you wait until afterward, even one minute afterward,

(Continued on page 22)

Something New for the China Store

A BIRD CAGE, UNIQUE AND DECORATIVE, WHICH CAN BE USED ADVANTAGEOUSLY AS A BUSINESS GETTER IN POTTERY, CHINA AND GLASSWARE DISPLAYS

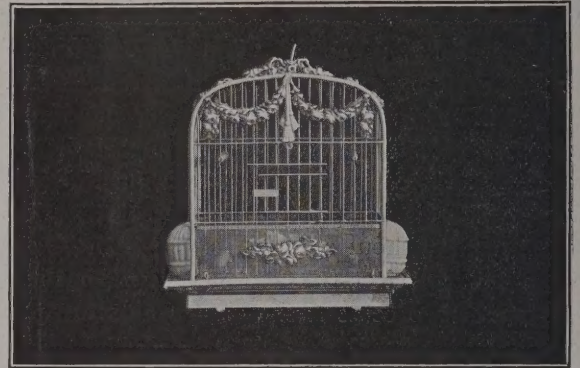


FROM time to time, in the columns of Pottery and Glass, we have pointed out the profitable advantages that will come from the display of kindred and related items of merchandise in the china stores. Today, more than ever, perhaps, selling is a well-developed science, and to obtain the maximum profit from a business a merchant must practice all the accredited schemes of the times.

Pottery, china and glassware when displayed alone lose a large amount of their individuality. They appear as separate and distinct items of merchandise and do not possess that intrinsic, personal charm and delightful character which they are designed to manifest in the home. Showing them, therefore, in conjunction

with related pieces of furnishings, such as would be near them when in actual use, increases their value as salable merchandise.

In former issues we have spoken of and described those pieces of furniture which might be used advan-



6.—Bird cage with flower festoons in colors. This type constructed to hang from silk cord.



5.—Bird cage in enameled colors on carved wood standard with a top basin arranged for flowers.

tageously in china and glassware displays, and also the different designs of stoneware and statuary suitable for the same purpose. Now, however, we would like to direct the attention of the progressive merchant to the advantages in display which may be gained from the use of a new type of bird cage which has recently been introduced.

These bird cages are entirely different from anything that has heretofore been manufactured. They are distinctive and novel and are excellently decorated. Some of them are built to rest on long, graceful standards, and others swing on delicate metal arms or rest gracefully on the table. In material, too, the cages are quite unique. The standards are made from carved wood, and the cage itself is finished with an ivory white enamel, and both are decorated in combinations of blue and pink. Composition flowers appear on the sides of the cage in some of the designs, and the whole, in effect, is very dainty and decorative. It may also be well to remark that the enamel composition used on the bars of the cage is chemically pure. This is a new note in bird cage construction, for frequently, heretofore, the birds have suffered as a result of pecking the enamel.

These cages are already in use in a number of progressive departments, both as items of ornamentation and to house live canaries. In the latter case they give cheer to the surroundings, for the songs of the bird are most inspiring. Moreover, when used and displayed judiciously, these cages serve a twofold purpose. First, they may be used to increase sales, both of themselves and of the china and glassware they

(Continued on page 29)



A "Made in the U. S. A." Exposition

BIG CHICAGO DEPARTMENT STORE HOLDS SPLENDID EXHIBITION OF AMERICAN-MADE GOODS, FEATURING CHINA, GLASS AND LAMP MANUFACTURING.

A SCENE of industrial magic was spread over the great china, glass and lamp department of Marshall Field & Co., Chicago, Ill., during the latter part of January. Visitors rubbed their eyes in wonder as the industrial side of the china and glass business, with its thousand and one details, was revealed to them by expert American workmen and women. It was one phase of the widespread national industrial propaganda to promote the "Made in the U. S. A." movement, and as is usually the case when a movement of this kind is launched, Marshall Field & Co. took the initiative and produced an exposition of industrial arts that was both interesting and educational. Throughout the week the store was thronged, and, needless to say, merchandise label "Made in the U. S. A." enjoyed a fine sale.

Most interesting of the exhibits were those of glass-blowing, making dinnerware, modeling art china, decorating the ware with both decalcomania and hand painting.

An expert blower from one of the large domestic glass houses was the center of attraction to lovers of fine glassware. Here globes of glass were first blown and then skillfully manipulated into a variety of artistically shaped articles. The ease and rapidity of the workman was marveled at by all.

Then there was the potter with his spinning wheel on which he moulded the plastic clay. The wheel is the true fountain head of all beautiful shapes, and it requires long hours of concentrated effort before the potter becomes proficient in its operation. Watching

this accomplished thrower, and seeing the full round shapes rise so easily between his dexterous fingers, was no doubt an interesting diversion from the ordinary shopping trip. The making of a popular line of hotel china was also demonstrated by a small force. Here the visitors were able to trace the ware from the crude material to the finely decorated finished article. The work of making platters, handles, and other details were all cleverly shown, but it was in the decorating end of the exhibit that the lady visitors took special interest. Here the decorations were applied deftly by a girl operator to the wonderment of all.

Another interesting exhibit showed the process of modeling clay for manufacture into art pieces, such as ornamental fern dishes, jardinières, bowls and specialties. The bas-relief work of the potter in this exhibit was extremely artistic.

The lamp section was represented by an exhibit of hand-painted shades, the artist working conventional, floral and geometrical designs in a manner that defied competition.

There is no doubt but that an exposition of this nature has a strong influence on sales. It is but another method of progressive merchandising, and in this case not only of benefit to the store, but to the welfare of the country. Wherever possible some sort of special display ought to be made on the "Made in the U. S. A." movement. Dress the store in plenty of red, white and blue, advertise the special attractions, and you will get the business. When you appeal to a man's patriotism you open his purse.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.

Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
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MARCH, 1915

No. 3

DEVELOPING THE FIGHTING INSTINCT TO GET BUSINESS.

The edicts and ultimatums
and decrees and proclamations
which have come in the wake
of the present European con-
flict make more clear than ever

the economic certainty that business is a "fight," for almost without exception these decrees have been adduced from an actual or threatened interference with commerce on the high seas. Every nation wants to protect its trade, to increase its trade, in fact, and any hindrance to this very natural desire is a sufficient cause for commercial rebellion.

Professor William James, the late eminent Harvard psychologist, recognized this fact long ago, and formulated the theory that business was an outlet for the fighting instinct in man, and offered a substitute for war which might in time bring about universal peace among the nations.

Professor Franklin H. Giddings, of Columbia University, holds views quite similar, and in an address before the Institute of Arts and Sciences, he said:

"One thing stands forth clearly. Peoples and civilizations grow. They are supreme manifestations of the will to live. They must then have place to live and room to grow. Hemmed in and denied, they burst their barriers, exploding in the wrath of war. Only two ways have been found in human experience so far to provide for expansion by a virile people developing into characteristic civilization. One is the acquisition of territory by conquest or purchase, the other is the removal of commercial barriers. Or, to put it more bluntly and unequivocally, the choice is between war and free trade. There are some millions of men and women in the United States and elsewhere who do not believe this or will not admit it. They will be forced by the facts of life and history to admit it. Until they are ready for world-wide free trade they will merely waste their breath in praying for world peace."

Now, then, if such be the case, and commercial existence is founded on the fighting instinct, are our bus-

iness men doing all in their power to develop the "fighting edge" of their organizations. Do they make their employees part of their war machine? Do they instill courage and enthusiasm into their forces, and develop the factor of determination, which in itself will surmount all obstacles?

Walter H. Cottingham, president of the Sherwin Williams Company, in an interview in *System*, recently, said something on this "fighting edge" which is of particular interest to business men just at present when they are inclined to bring forward the Democratic Tariff, the Railroad cases, and the European war as reasons for poor business. Mr. Cottingham is a general of commerce; he knows the precise ways in which to enthuse his men, and make them anxious for the battle ahead of them. He recognizes that business is a fight, and that the best fighter gets the most business. In his interview he tells of a particular sales campaign which he organized during a period of depression. The salesmen of his own concern, and the salesmen of competing companies, looked upon the time as most inopportune for business. They had little enthusiasm, and very few orders were taken. However, the mind of the man who instituted the scheme was supreme, he conquered, and sales records were broken. The scheme itself took its driving power from three every day motives:

"First, there was a desire on the part of the management to dispel the idea in the minds of the organization, both in the home office and in the field and in the minds of dealers and the trade generally, that times were dull, or at any rate that just because times were a little dull it was necessary for the organization to lean back, make little effort, and expect to see a slump in comparative sales figures."

The second purpose was to make known to the selling force that there were still records to be broken, that the older and more experienced men were ready and willing to help the younger members win their spurs. Says Mr. Cottingham:

"Sometimes it is not recognized that the danger in any organization is that the leaders from the president down, get to a time in their careers when they can look back and say, 'at this-and-this time we broke records, at this-and-this time we accomplished great results; we have built up this great organization, which is a fine and prosperous thing.' The point is not so much that these leaders will rest on their laurels—for that they have a right to do—but rather that the younger men who have come into the organization since these leaders made their mark do not have their chance in turn to break records and make careers,

The third motive behind the campaign was the very practical idea that the company ought to be doing more business; that something had to be done to prevent the slump, and not only keep up the volume of business but increase it, depression or no depression.

Thus the fighting instinct, the desire to get business from certain sources, because the other fellow is attempting to get it, the struggle to forge ahead, the pleasure of winning, brings in the order, for the personal element in commerce always dominates the mechanical.

Technical Facts and Figures

AN INTERESTING DEPARTMENT OF TIMELY COMMENTS ON SUBJECTS OF PARTICULAR INTEREST TO THE POTTERY AND GLASS TRADE

POSSIBLE TO GET POTASH FROM FELDSPAR

IN view of the stoppage of supplies of potassium salts from Germany, attention is directed by an anonymous contributor to the Chemical News, to a process developed by Ward and Wynants (English patent 3185, December 30, 1857) for the extraction of potassium salts from feldspar, which gave satisfactory results. Feldspar ground to the fineness of Portland cement was mixed with powdered fluor spar or other fluoride, the fluoride being calculated equivalent to the alkali in the rock. A mixture of chalk and lime was then mixed with the materials so that the proportion of Ca was double that of the SiO_2 and one and one-half times that of the Al. On the large scale it was found preferable to use about 10 per cent. excess of lime. The mixture was made into cakes and heated to a yellowish red for a few hours. The porous frit obtained was lixiviated with boiling water, which extracted 90 per cent. of the potash originally present in the rock in the form of hydroxide and carbonate. The residue might be worked up into hydraulic cement by removing the fluorine. Another possible source of potash is the spent wash from the fermentation of molasses from the beet-sugar industry. The wash, neutralized by chalk, is decanted, evaporated and calcined. The crude ash contains about 50 per cent. of potassium salts. The kelp industry is another source of potash, with the advantage of also yielding iodine.

WHITE GLAZES FOR FACING TILES

THESE glazes are intended to be fired at the temperature of Seger cone 8 to 9. Tin oxide is not used in the composition of most of them, its covering power being insufficient.

(1) A mixture corresponding to 0.2-0.5 K_2O , 0.8-0.5 MgO , 0.6-0.9 Al_2O_3 , 7-9 SiO_2 .

(2) K_2O 0.25, CaO 0.45, PbO 0.3, Al_2O_3 0.5, B_2O_3 0.7, SiO_2 4, SnO_2 0.45. The tin and lead oxides are prepared as a calcine of 6 parts of lead and 5 of tin. The fritt is made up of felspar 140 parts, sand 120, lime 45, calcine 134, boric acid 87 parts; and 468 parts of this mixture are ground with 65 of Zettlitz kaolin.

(3) Porcelain glaze (kaolin 14, quartz 36, felspar 23, lime 7 parts) 80 parts, chalk or marble 15, quartz sand 5 parts. An alternative receipt is:—Felspar 30 parts, quartz 20, lime 6, kaolin 4 parts.

(4) Magnesite 84 parts, witherite 197, calcined soda 212, felspar 1,112, marble 400, Zettlitz kaolin 774, Hohenbocka sand 1,320 parts. This corresponds to CaO 0.4, K_2O 0.2, Na_2O 0.2, BaO 0.1, MgO 0.1, Al_2O_3 0.5, SiC_2 4.

(5) Felspar 189.0 parts, kaolin 38.7, sand 28.2, calc spar 30.0, zinc oxide 29.2, tin oxide 37.5 parts corresponding to the formula K_2O 0.34, CaO 0.30, ZnO 0.36, Al_2O_3 0.49, SiO_2 2.81, SnO_2 0.25.

(6) Felspar 540 parts, kaolin 100, sand 180, calc spar 180, tin oxide 50, zinc oxide 50 parts, corresponding to the formula K_2O 0.297, CaO 0.528, ZnO 0.181, Al_2O_3 0.38, SiO_2 2.85, SnO_2 0.10.

(7) A composition corresponding to the formula CaO 0.12 MgO 0.40, K_2O 0.48, Al_2O_3 0.7, SiO 4.8.

(8)—	A.	B.	C.	D.
Zettlitz kaolin	110	85	120	100
Norway felspar	350	340	420	300
Hohenbocka sand	370	320	300	350
Calc spar	—	—	170	—
Dolomite	150	170	—	170
Sherd's	—	85	—	90

About 10 to 15 per cent. of tin oxide is added to produce opacity.

GOVERNMENT EXPERTS DEVELOP CLAY PURIFYING METHOD AND LEADLESS GLAZE

UP to the present time, practically all the porcelain crucibles and dishes used in chemical laboratories throughout the country have been imported from Germany. Two years ago the Clay Products Section of the Bureau of Standards undertook to ascertain whether or not American materials were suitable for the manufacture of this porcelain. The investigation developed that the clays existed in this country from which such wares could be made and which were equal to the foreign product so far as their resistance to temperature changes is concerned, a quality absolutely essential in this ware, but owing to impurities in the clay the ware was defective in color. Recently, the government experts developed a method of purifying the clay, which makes possible the manufacture of ware of good color, a detail important not only in this particular ware, but in all white wares. One concern has taken up the manufacture of chemical porcelain, and while the process is yet somewhat in the experimental stage, it is probable that in a short time all varieties of such ware will be made in this country.

In the manufacture of chemical porcelain and similar products, leadless glazes are the only ones that can be used. For this reason and on account of the poisonous nature of the lead compounds used in making the usual type of white-ware glaze, the Bureau has been conducting an experimental study in the field of leadless glazes.

The leadless glazes are not an exact substitute for lead glazes. Both have their peculiarities. However,

POTTERY AND GLASS

it is not at all unlikely that the production of American porcelain in the near future will lead toward the production of leadless glazes in a natural way, as with a higher biscuiting fire, that is, the fire used in the first baking of the ware before any glaze is applied, it is not at all improbable that the glost or glaze firing, a second or later baking to harden the glaze, may be raised also. In the production of such articles as chemical porcelain, however, the common American practice must be reversed. Instead of a high biscuit and low glost fire, a low biscuit and high glost heat must be used.

It was found that the best leadless glaze worked out in the Bureau's laboratory could be applied upon the biscuited ware as well as the usual lead glaze, but in firing the temperature range of the leadless glaze was found to be narrower than that of the lead glaze. However, the range is sufficiently wide to take care of variations met with in very uniform firing—a condition, though, which is the exception rather than the rule. Leadless glazes do not flow as readily as those made with lead, and therefore do not cover bare spots as well. For this reason the number of seconds, *i. e.*, defective or second quality articles, is more, and the cost of manufacture about 15 per cent. greater. Leadless glazes do not seem to have a detrimental effect on the underglaze colors, with the exception of pink. With certain colors they brought about better brilliancy than the lead glazes. They are whiter than the lead but, in the white, somewhat less brilliant.

There is no question but that leadless glazes could

be used for a variety of products, especially for architectural terra cotta, tile, enameled brick, etc. With reference to pottery, the leadless glazes do not exactly replace the present lead-boracic acid glazes. There is nothing to prevent the technical application of leadless glazes, even at the present time, but this would require far greater care in burning than is possible with the present type of kilns. The use of glazes, free from lead, would therefore require some radical changes in regard to kiln construction.

The Bureau has worked out a leadless glaze for low temperatures which seems to work better than any other glaze of the same type which has come to its knowledge.

Jersey Pottery at Newark Exposition

(Continued from page 10)

long ago are not now to be met with. In fact, even with manufactures of later date the finer kinds would naturally go first, so that our earliest examples today are often of rougher ware that has better stood long usage.

A stoneware pottery was started at Elizabeth about 1816 and made yellow and Rockingham wares.

The Jersey Porcelain and Earthenware Company was organized at Jersey City in 1825. In the following year its products won a silver medal at the Franklin Institute, Philadelphia, as "the best china from American materials." From those beginnings Jersey City became the cradle of New Jersey pottery.



Glassblower at work during "Made in the U. S. A." week at Marshall Field & Co., Chicago.



Business and Personal Items About Prominent People in the Different Branches of the Trade

SAINSON—E. Sainson, formerly connected with L. Bernardaud & Co., New York, has joined the selling force of Vogt & Dose, taking the position made vacant by the resignation of W. S. Straub. Mr. Sainson but recently returned from France, where he saw service under the French colors.

YARWOOD—Robert Yarwood has been engaged by Gimbel Bros., New York, and succeeds T. J. Flynn, who recently resigned to accept a position with the Kaufmann Department Store, Pittsburgh, Pa. Mr. Yarwood was formerly connected with the housefurnishings department of the J. B. Greenhut store and will buy similar goods for Gimbel Bros.

NEELY—Thomas A. Neely formerly china and glass buyer for Boggs & Buhl, Pittsburgh, and more recently in the wholesale cut glass business has accepted a position with the Strouss-Hirshburg Co., Youngstown, Ohio, and is now in charge of their crockery and glass departments.

KNOWLES—Walter E. Knowles, formerly connected with Guerin & Co., New York, has joined the traveling force of Theodore Haviland & Co., New York, and will cover the Middle West and Northwest territory.

CLARK—Louis Clark, formerly connected with the Basket Importing Co., New York, has been appointed china and glassware buyer for H. Batterman Co., Brooklyn, N. Y., succeeding Thomas Cannon. Mr. Clark previous to his position with the Basket Importing Co. was china and glass buyer for McPartland & O'Flaherty Co., New York.

TEMPLE—James J. Temple, manager of L. Bernardaud & Co., New York, left March 7 on an extended trip which will take him to Boston, Rochester, Buffalo and principal cities through to the Middle West.

SEIXAS—Harry Seixas is covering his usual territory

with the lines of Edward Boote. He expects to be away from New York for at least three months.

BENSON—Ed. M. Benson is now showing the tableware and lighting goods lines of Malone & Nicholson, New York, in the Metropolitan District.

WITTE—Henry Witte, formerly occupying an executive position with Bawo & Dotter, New York, has resigned and engaged with Geo. Borgfeldt & Co., New York.

CHISI—G. F. Chisi, china and glass buyer for Norlinger & Sons, Los Angeles, after a short stay in the New York market sailed for Genoa, Italy, in search of specialties for his department.

KONDO—R. Kondo, for some time past associated with the New York salesrooms of Takito, Ogawa & Co., is now in Japan visiting the various factories of his company. Mr. Takito will be in charge of the New York office during the summer.

KLEAHN—A. E. Kleahn, who carried the lines of the Vodrey Pottery Co., East Liverpool, for the past ten years as western sales representative, with headquarters in Milwaukee, Wis., died very suddenly in St. Louis, Mo., last month.

MIERS—E. C. Miers is now calling on the trade with the full line of Scarab colors, lustres, and preparations of the Schmidt Ceramic Chemical Co., Porter, Ind.

LEVINE—Mrs. Jennie Levine, for some time past buyer and manager for the lamp and lighting specialties department of Gimbel Bros., New York store, resigned her position Saturday, March 6. Mrs. Levine is known to every china and glassware salesman in the East through her long connection with Stern Bros., New York, where she bought the china and glass.

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DUGAN—Thomas E. A. Dugan has resigned as president of the Dugan Glass Company, Lonaconing, Md., which he organized last year. Mr. Dugan has not announced his plans for the future other than he will again engage in the glass business. He was formerly connected with the Dugan Glass Co., of Indiana, Pa., now the Diamond Glass Co., and was for a time New York representative of the Cambridge Glass Co.

CLARK—W. Clark, for the past eight years buyer of china and glassware for the D. H. Holmes Co., Ltd., New Orleans, La., has resigned his position and is succeeded by Mr. Wright, the buyer of kitchen wares. Mr. Clark has not as yet made definite arrangements for the future but will again enter the retail field.

RHONE—W. C. Rhone, formerly associated with Louis Wolf & Co., and previous to that with Geo. Borgfeldt & Co., has joined the sales force of the Vodrey Pottery Co. and will cover the Middle West territory, succeeding the late A. E. Klehm.

PLUMMER—John E. Plummer, widely known as a traveling man in pottery and glass circles, has engaged with Mitchell-Woodbury Co., Boston, to travel the Middle West, a territory over which he is particularly familiar.

ERTEL—E. F. Ertel, for some time past connected with Gimbel Bros., New York, as assistant china and glass buyer, and later as assistant in the housefurnishings, has engaged with the Kaufmann Department Store Co., Pittsburgh, as assistant housefurnishing buyer.

CROCKERY BOARD OF TRADE TO MOVE UPTOWN

AT a special meeting of the Crockery Board of Trade recently it was decided to seek new quarters in the uptown district. A committee, consisting of President L. S. Hinman, Treasurer C. A. Holbrook and Secretary L. S. Owen, was appointed to look over the available locations and report at a future meeting.

ART CHINA IMPORT CO. IN RECEIVERS HANDS

THE Art China Import Co., New York, of which H. H. Freudenfels was president, went into the hands of receivers early in the month. At the time of its organization in 1907 the firm dealt exclusively in white china but latter branched out as decorators specializing in gold encrustations on German dinnerware. The company has liabilities amounting to \$31,062 and assets \$19,703, consisting of stock, \$11,233; fixtures \$2,639; accounts, \$5,583, and cash, \$248. The company owes only \$3,732 for merchandise, the other liabilities being for money loaned by Louise Whitney Landeau, \$24,000, and A. O. Whitney, treasurer of the company, \$3,730.

PAIRPOINT CORPORATION TO GO UPTOWN IN MAY

THE Pairpoint Corporation, for many years located on Murray Street, New York, will join the uptown china, glass and lamp colony on or about May 1 next. The company have leased the premises at 43 West Twenty-third Street and will occupy an entire floor, the salesrooms running through from Twenty-third to Twenty-fourth Street, giving them a largely increased space over the old quarters.

THE SUCCESSFUL MERCHANT'S CREED

I BELIEVE it my duty to purchase only such goods as will be desirable for my customers.

I believe that such goods should be purchased only in such quantities as can be disposed of in a reasonable time.

I believe it my duty to look to the honest value of the goods I sell and never to misrepresent.

I believe in making only promises that I can keep and to keep them at all costs and under all conditions.

Actual Letters That Have Made Good

(Continued from page 8)

“Los Angeles, Nov. 2nd.

“Dear Sir:—You have received a letter from me every Monday. How much good have they accomplished? Have you kept them—read them over a second time—or simply said to yourself, ‘bull,’ and have thrown them aside? I have in my possession a number of weekly letters found among the waste papers.

“If we do no more than keep up the percentage of growth we have made during our past seventeen years in business, I can see at least ten important positions to be filled within a few years. Are you fitting yourself to be capable of filling one and deserving of it? I am a great believer in loyalty—in being loyal to those who are loyal to you. And I have noticed with a great deal of regret, that some of our comparatively new men take far more interest, try a lot harder and watch the clock less than some of our old men.

“The letters I have written and those to follow are to help you to help yourself. I don’t want to part with old employees. I have fought your battles and kept your job for you when your manager thought some of you should go. I have been accused of having too much sentiment and have been told that some men were too indifferent and never would amount to anything—that all some of you were sticking around for was to get your pay envelope and do as little as possible to earn its contents. But I still believed you had it in you, hence these letters.

“I will be frank with you. I’m keeping close tab on all of you; I am writing to men and women you wait upon; I’m trying to find out for myself whether or not you are entitled to the position you are holding, and I’m either going to make you a better man for yourself, for your family and for the firm, or I am going to replace you.

“It is only fair for me to tell you in this connection that I have noted a marked improvement in some of you and I have not given up hope of the rest. Just suppose, for example, something should happen to either Mr. Nagel, Mr. Rebard or Mr. Shaw—would you be capable of filling any of these positions or would I be compelled to go outside and employ strangers? **Think it over.**”

In the New York Market

A Description of Seasonable and Staple Novelties That
Have Lately Made Their Appearance and Where
to Get Them

EVERY one of the new dinnerware patterns shown at the salesrooms of L. Bernardaud & Co., 46 Murray Street, offers exceptional sales opportunities, not only on account of the fine quality of the ware itself but particularly for the daintiness and refinement of the designs. Conventional and floral patterns predominate, the latter being shown in a great variety of exquisite combinations. In addition to a new dinnerware shape called "Rome," a plain oval shape, with fancy handles in various gold treatments, they are displaying a number of new open stock patterns of which the "Olympia" and "Balkan" are exceptionally good. Both carry floral decorations in combination with gold striping and handles.

* * *

The Pairpoint Corporation are showing a large assortment of cut glass specialties that will make exceptionally fine stock to carry for the Easter and June gift giving seasons. Of note in the collection is a finely cut salad dressing outfit consisting of cut glass tray, salt, pepper, vinegar and oil cruets, and mustard, all cut in the latest floral cutting. The tray is just large enough to hold the pieces and has a high scalloped edge to prevent them sliding off when being carried. The salt and pepper have silver caps. For the men folks they show a wide assortment of ash trays and smokers' sets in combination silver and glass, while the dealer can secure pieces suitable for the ladies from their fine line of silver-mounted bureau sets, puff and powder boxes, hair receivers, etc. All the popular cuttings are shown with the floral predominating.

* * *

Practically every department store in the city is displaying that saucy, pert, member of the Borgfeldt organization, the "Tipperary Pup." Holding his head jauntily to one side, ears askew and hair ruffled the pup looks his part to perfection, especially when the bright green of the Emerald Isle is tied around his neck. One is certain to reach down and stroke the

little beast even if he is lifeless, so strong does he appeal. The way the Metropolitan stores have taken hold of this specialty gives promise of another strong selling novelty such as Billiken, who made a bid for fame some years ago. The pup comes in two sizes and in any quantity from stock. During the recent Dog Show in this city, the Geo. Borgfeldt took space among the exhibitors and scored a hit, if not blue ribbons, with their "Tipperary Pup."

* * *

The M. Herbert Company is showing an attractive silver plated specialty in the form of an electric candle lamp that will undoubtedly prove a ready seller. The danger of using matches in dark closets, halls, etc., is avoided when the new candle lamp is at hand. It is five inches in height and equipped with standard size batteries and bulb, and gives an exceptionally strong light. Its use in the sick room, dark closets, exploring the cellar, etc., make it an exceptional emergency lamp. They are offered at a most reasonable price in dozen lots.

* * *

One of the best selling lines of crockery shown in New York at the present time is the new "Dandy-Line" kitchen ware recently brought out by the Brush-McCoy Pottery Company, and shown at the salesrooms of Cox & Lafferty, 25 Park Place. Practically every visiting buyer has purchased this ware in quantities and from reports gathered around the Metropolitan District stores it is selling like wild fire. The high, even glaze and attractive white banding on the rich yellow ground makes the ware particularly appealing to the housewife. They are offering special nests of bowls, in seven, eight and nine inch sizes, at a most attractive price. They are also featuring a spacious covered jar, with ten pound capacity, labeled either sugar, coffee, cereal, or flour, and also the "Dandy-Line" kitchen cabinet set consisting of cereal jars, rolling pin, etc., with or without a neat wood wall rack. The specialty end



POTTERY AND GLASS

of the line has not been neglected by this factory in featuring kitchen ware, their showing of specialties for miniature gardens, flower holders in the shape of frogs, turtles, fish and ducks, large glazed trays, etc., are particularly inviting. The usual fine assortment of jardinières, bowls, flower holders for the spring season has also received careful attention and many additions. The complete line is now displayed at Cox & Lafferty's.

* * *

Bates and Ledden, manufacturers' representatives, are expecting a new line of flower vases from the MacBeth Evans factory in the near future. They will consist of plain and fancy shapes with etched and light cut decorations. It is expected that the new vase line will be offered at the same reasonableness in price as the popular tumbler line from this factory.

* * *

The Knowles, Taylor and Knowles display at the showrooms of E. W. Hammond & Co., New York, is now complete and shows a wide range of neat decorations and pleasing shapes. The small floral border combinations with gold striping that have come into great vogue this season are shown in a number of attractive treatments. The old standard patterns such as the Indian Tree, are also included in the collection and should receive the serious consideration of every buyer for the trend of the day is toward the English decorative styles, and the Indian Tree will meet with every requirement.

* * *

The Buffalo Manufacturing Co. are now showing their complete line of metal goods, such as copper and silver-plated casseroles, ferns, etc., at 23 West Twenty-third Street. They have taken space in the showroom of the E. W. Hammond Co. M. Hirsch is in charge of the New York office.

* * *

The Pittsburgh Lamp, Brass & Glass Co. are showing a new line of glass vases that carry decorations a little out of the ordinary. The new line features the emblems and motifs of the following lodges: B. P. O. E., Order of Owls, and the "Moose." They are especially well done and are hand decorated.

* * *

The open stock dinnerware line of Maddock & Miller has been increased this season by the addition of twenty new patterns, every one of which is attractively designed. The entire collection is above the average and any one pattern is sure to build up a regular clientele for the store carrying the exclusive territory rights. The new "Classic" shape is exceptionally well designed and becomes particularly attractive when shown in the "Normandie" pattern, a blue and gold border combination with floral inserts in old colorings.

CANADA IS GOOD LIGHTING GLASSWARE CUSTOMER

THE market for lighting glassware is growing very rapidly owing to the increasing use of electric lighting in Canadian towns. Large quantities of American shades and globes have been sold and have given entire satisfaction, and it is believed that important additions to the present volume of such sales can be made. Generally speaking, Canadian jobbers' prices for these goods are practically the same as wholesale prices in the United States, plus freight, duty (40 per cent. ad valorem), and jobbers' profit of about 10 per cent.

The Canadian customs duty on molded, or blown glass shades or globes, 25 per cent. from Great Britain and 40 per cent. from the United States.

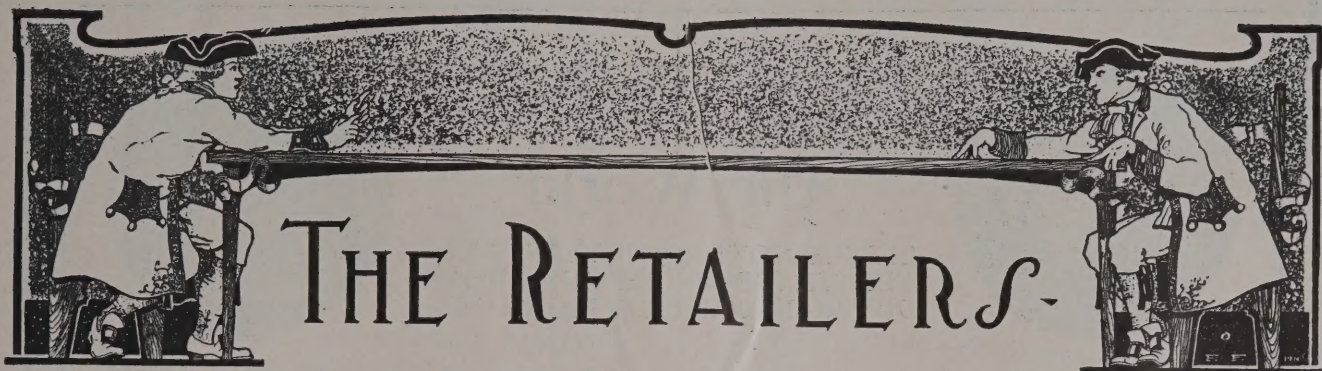
Law for the Buyer and the Seller

(Continued from page 13)

you are precisely where you would be if you had never gotten any warranty at all.

There is one way to get around this, and I have seen it done successfully several times. Suppose you have bought some goods and forgot to get from the seller a definite representation as to quality, or grade, or whatever is the main point of the purchase. You have actually placed the order, and the goods have been made for you or set aside for you, which means that the title has passed to you. It makes no difference whether you have paid for them or not; if they have been ordered by you, and made for you or set aside for you, the title is in you, even though they have not yet been actually delivered.

At this point you suddenly decide that you ought to have warranty and you go after it. Under ordinary conditions it will be worthless, even if you get it, for reasons which I explained in discussing the cow case. The thing to do is to give your seller some new consideration for the warranty, for when it has a new consideration for the warranty, for when it has a new consideration it is valid. This is often done in this way, which is permissible because orders for merchandise are practically never treated as contracts nowadays, but only as tentative agreements which either party, especially the buyer, can cancel at will. You go to the seller and tell him you have about made up your mind to return the goods or cancel the order. You need no reason; business is conducted so loosely today that the average seller will almost always allow you to cancel or send them back. He will probably not strenuously deny your right to return them under existing customs of the trade, but will, of course, try to induce you to keep them. You can then agree to keep them, *provided* he will give you in writing the warranty which you should have had in the beginning. It will then be as good as any other warranty, for to get it you gave up a valid consideration.—(Copyright, by Elton J. Buckley.)



Notes About New Firms Entering the Pottery and Glass Field and Changes in Old Concerns

AFTER standing idle for the past two years, the Lash Building, at Thirteenth Street and Washington Ave., Newport News, Va., one of the finest mercantile buildings in the city, has been leased by Sol. Nachman, a local dealer, now located directly opposite. He will occupy the building about April 1 and contemplates adding many new lines to the merchandise he now carries.

* * *

The Standard Store Company, with head offices at Phoenix, Ariz., and which conducts an eastern office at Syracuse, has about completed arrangements which will bring what is expected to be the largest store in Batavia, N. Y. The Standard company is a gigantic corporation and will carry lines of drugs, clothing, hardware, furniture, china, all kinds of glassware, groceries, notions, tinware, etc. The company has considered several sites in Batavia, and an option has been obtained upon two.

* * *

The Famous & Barr Co., St. Louis, Mo., has made its first expansion move in the new building. It was announced recently that the first series of changes included the transferring of the china, cut glass and statuary departments to a more commodious section on the fifth floor.

The change was necessitated by the constantly increasing business of these departments. In the new location the company is enabled to give more efficient service to its patrons: Individual display booths have been arranged to show the handsome patterns in dinner-ware to the best advantage, and mirrored fixtures that bring out the fullest beauty of the rich cuttings on the crystal ware have been installed, together with many other features tending to more efficient service.

* * *

The Shepard Norwell Co., Boston, Mass., has possession of the entire building on Tremont Street now that the Custom House offices have been moved. The store has occupied the two lower floors since 1910, and have taken over the six additional floors. That they are able to do this is evidence of the wonderful growth of the business.

The Lindell Dry Goods Co., with a paid up capital stock of \$200,000, has been organized, and will operate a new department store at Washington Avenue and Eighth Street, St. Louis, Mo., in half of the building formerly occupied by the Schaper Bros. Dry Goods Co. J. D. Davis is president of the new concern and is owner of all the shares with the exception of a sufficient number to comply with the laws relating to organization. William Goyger, vice-president and general manager, will have direct charge of the store. He comes from London and was formerly associated with H. G. Selfridge. He was also general manager for the great London house of Waring & Gillow, previous to his Selfridge connection. George W. Russell, formerly with the Famous & Barr Dry Goods Co., St. Louis, will be merchandise manager.

* * *

Judge Mayer has authorized J. Adams Brown and Charles H. Sherrell, receivers of Higgins & Seiter, importers of china, at 11 East 37th Street, New York, to borrow \$25,000 on receivers' certificates, which are to be a first lien on all the assets, subject to administration expenses. When the receivers took charge there was less than \$600 cash in the bank. Practically all the accounts receivable, \$36,752, had been tied up as collateral to secure notes. Receipts from sales for the next thirty days will for the most part not come into the hands of the receivers, as nearly all the business is done on credit. The cash requirements of the business for the next thirty days may amount to \$25,000. The receivers believe that it will be of great advantage to advertise a receivers' sale, at reduced prices, and that \$1,000 should be expended for advertising. Goods to the amount of \$22,837 purchased in Europe are now in bonded warehouses here, and the duties will amount to \$11,476. In order to reduce expenses the services of the president at \$200 a week and vice-president at \$55 a week have been discontinued.

When it's an uphill fight a man can only do his level best.

Unless you look out for yourself you won't see much.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



CHEAP CHINA AND GLASS WANTED IN PANAMA

ALTHOUGH Colon can not be said to be a promising market for china and glassware, owing to the war in Europe there seems to be an opening for cheap grades of American china, according to a report of Consul Wm. H. Gale, at Colon.

The standard of living among the native population of Colon is simple, and the demand in china is mostly for iron granite ware profusely decorated with gaudy flowers. Almost \$4,000 worth of this ware was sold last year. The chief source of supply has been England, while a small amount came from Germany. It is estimated that about \$2,000 worth of this cheap grade of china will be sold during the coming year. The falling off in demand is due to general business depression, caused partly by the war and partly by local conditions. The present stock of granite ware consists principally of large washbowls and pitchers, heavy dinner plates, large cups and saucers, and small, heavy saucers.

With reference to glassware, the demand is mostly for the cheap grade of drinking glasses, or tumblers, used in bars and cafés for beer and other drinks. These glasses formerly came from Germany; the price of the German ware is said to have been 50 per cent. lower than that of American-made glasses. Dealers in this line of glasses were overstocked when the war broke out, and up to the present time it has not been necessary to make any purchases; but they will renew their stock in the near future, and as the former source of supply has been cut off American manufacturers will have an opportunity to enter this market.

Besides drinking glasses there is a small demand for a cheap grade of glass fruit and pickle dishes and for table lamps. Colored glass, either plain or decorated, seems to be most popular for this ware. These articles were formerly procured in Germany, and must now be obtained elsewhere.

The terms of payment which have been customary in the above lines are from 30 to 60 days' credit. Catalogues and correspondence may be in English. Adequate transportation facilities are furnished from New

York to Colon by steamers of the Panama Railroad Line and the United Fruit Co., and from New Orleans to Colon by steamers of the last-named line. The customs duty on all sorts of china and glassware is 15 per cent. ad valorem. [A list of dealers in china and glassware may be had upon application to the Bureau of Foreign and Domestic Commerce, Washington, D. C., or its branch offices.]

* * *

CHINA CLAY, valued at \$2,012,225, was invoiced for the United States during the last year at the American consulate at Plymouth, England, compared with \$1,813,703 worth for 1913.

* * *

The turnover of the German Kali (Potash) Syndicate in 1914 amounted to approximately \$37,128,000, a decrease in comparison with 1913, when the amount of \$45,696,000 was recorded. In view of the fact that in July, 1914, an increase of \$2,618,000 over other years was noted, an annual turnover of \$49,980,000 would probably have resulted but for the war. Overhead charges in the operation of the works have risen considerably, to which fact should be added the increase in price of raw materials and the difficulty in obtaining proper help. The war has retarded the negotiations in regard to prolongation of the syndicate, and at a meeting in the near future steps will be taken in this direction.

* * *

EARTHENWARE, decorated and white, was invoiced at the American consulate at Burslem, England, for the United States during last year to the value of \$1,529,918, compared with \$1,544,532 for the preceding year. The decorated product represented about 80 per cent. of the shipments during 1914.

* * *

A furnace and other necessary plant are in process of erection at Gwalior, Central India, for a State pottery factory. Besides porcelain articles, tiles for building purposes, for which there is a considerable demand, will also be manufactured.

Bankers' Decide on Danish Ware for Grillroom

ROYAL COPENHAGEN BLUE UNDERGLAZE PATTERN SELECTED FOR GRILLROOM SERVICE OF NEW BANKERS' CLUB. DELIVERY SPECIFIED FOR MAY 15



WHEN the grill room doors of New York's newest and most exclusive luncheon club are thrown open in the near future, the many white-clothed tables will be found set with a dinnerware pattern that has stood the test of time and is today what it was one hundred and thirty-six years ago—a classic dinnerware service.

The singular honor of supplying the grill service for the new Bankers' Club has fallen to the Royal Copenhagen Porcelain Works, the manager, Mr. Axel G. Lober being awarded the contract for the complete grill room service on March 10.

Contrary to the general custom, price did not enter into the awarding of this contract. It was the quality of the ware, its artistic simplicity and adaptability for the purpose, that appealed to those in charge.

Club and hotel grill room china is generally one of two styles: either the plain striped border and monogrammed ware of either domestic or foreign manufacture, or the gold incrustated imported china. In this instance the general rule was again violated, for the pattern selected has neither a gold incrustation nor monogram, the design selected being the "Mussel," the famous blue fluted ware brought out by the Royal Copenhagen potters in 1779, and successfully manufactured ever since.

The order, which is an extremely large one, calls for delivery by May 15, a short time when it is taken into consideration that it requires two weeks for the fastest Scandinavian steamer to make the trip between Copenhagen and New York. Counting the time it will take for the order to reach the factory, the contract must be executed in a remarkably short time.

Needless to say, the competition for the Bankers'

Club contracts was severe, with the products of leading foreign and domestic plants being offered. And, while we can only surmise it, it was the very simplicity of the famous Mussel pattern as applied on the remarkably white, fluted background that decided the award.

As evidence of the great popularity this pattern has enjoyed during its long life, it is stated that in the museum of the pottery at Copenhagen there are two hundred and sixty-two imitations gathered from practically every porcelain producing centre, but in not one instance does the imitation approach the original with its wonderful semi-translucency, the test of all good porcelain.

The membership of the Bankers' Club will, needless to say, embrace the heads of the best families in America. Cultured to a degree and many of them connoisseurs and collectors of ceramics, their aesthetic taste was doubtless taken into consideration in selecting the dishes to be placed before them.

The interior decorative scheme of the new club,

(Continued on page 28)



Danish porcelain, the center plate showing the pattern selected for the Bankers' Club.



CUSTOMERS AND EMPLOYEES OF GEO. BORG-FELDT & CO. DINE.

IN keeping with their annual custom, Geo. Borgfeldt & Co., New York, entertained between six and seven hundred trade friends and employees at a dinner in the grand ballroom of the Waldorf-Astoria on Washington's Birthday.

The Borgfeldt establishment is always open for business on both Lincoln's and Washington's birthdays, this custom being the result of specific requests made by the firm's customers in the past. Coming at a time when a majority of the china, glass and housefurnishing buyers are in the New York market, to close would mean the loss of two full days that could otherwise be used to good advantage.

The Borgfeldt dinner has been an annual affair for many years. It is a unique function, nothing quite similar being held by any other firm. At these dinners, year after year, the customers of the firm have gathered from every section of the United States and Canada, and friendships have grown out of acquaintances made at these affairs.

The dinner went off with a smoothness and perfection of detail, which reflects great credit on those who had the arrangements in charge. An orchestra entertained throughout. A splendid and delicious repast was served, after which the room was darkened and a very amusing series of motion pictures showing the rapid pen sketches of Hy. Mayer, the popular cartoonist, of Puck, were thrown on the screen.

The menu card was a work of art and was greatly admired by all. It was the work of William Rea, the advertising manager, and will no doubt be treasured along with the handsome souvenir pewter steins with glass bottoms, which were engraved with the firm name, date and year.

One of the marked results of the Borgfeldt social affairs, of which the Washington Day dinner is the principal, is the notable feeling of fellowship and co-operation between the house, its customers and its employees, the latter realizing that the house has their interests, in common with its own, at heart in remaining open on these holidays. When the busy season ends, the employees are accorded their full measure of holidays with interest.

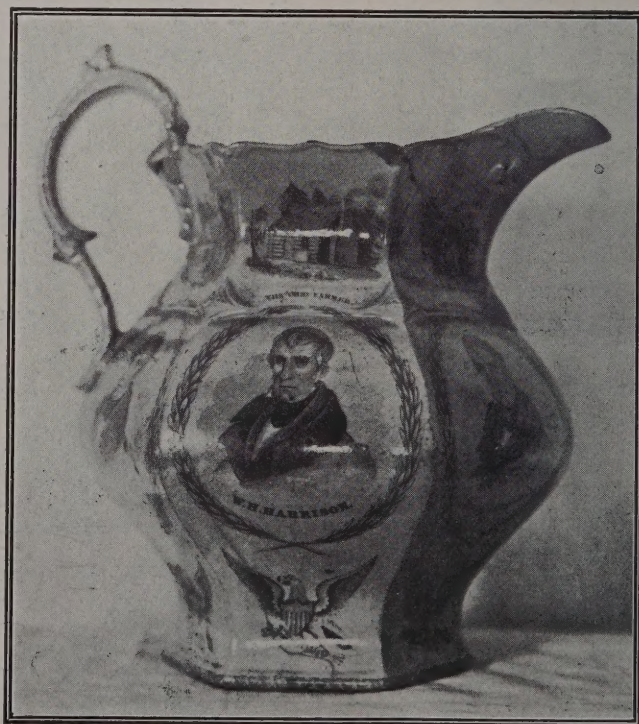
WAR BLAMED FOR HIGGINS & SEITER FAILURE

AFTER more than fifty years of successful retailing, the large china and glassware house of Higgins & Seiter, New York, has been forced into bankruptcy. Conditions abroad and inability to import the fine ware for which they were best known is given as the cause of their embarrassment. Justice J. M. Mayer appointed J. A. Brown, president of the New Netherland Bank, and Charles H. Sherrillos, former minister of the Argentine Republic, receivers, to continue the business for sixty days, and upon the expiration of that time to make application for an extension.

Several years ago the company, following the trend of the high-class retail trade, removed from their location on West Twenty-second Street to a new building at 9 East Thirty-seventh Street, the move entailing a loss of approximately \$40,000 through inability to rent the former quarters. The liabilities will be something in excess of \$100,000; the assets, it is said, will equal, if not exceed, that amount also, but are of such a nature as not to be readily convertible.

In a recent communication to the trade, the Committee of Creditors, signed by the Boston Excelsior Company and the Fostoria Glass Company, ask for the co-operation of the creditors toward a quick settlement and reorganization of the business, and in this way avoid the usual long drawn out proceedings. They state that the Crockery Board of Trade are co-operating with the Committee of Creditors.

Even taking time by the forelock won't enable you to catch up with tomorrow.



"Harrison" pitcher, cream ware, made about 1840 in Jersey City, N. J. This was one of the many interesting pieces of Jersey made pottery shown at the recent Pottery Exposition in Newark, N. J.

News from the Potteries

MANUFACTURERS TAKE EXCEPTION TO POTTERY REPORT

THE publication of the report of the Department of Commerce on the pottery industry recently, was met with kindly by the United States Pottery Association officials. They object strongly to the criticism of costs of production and of the machinery employed, stating its merits had been passed on by a naval engineer. One of the leading potters is quoted as follows:

"The report states that the product of the pottery industry in this country for 1913 amounted to \$37,992,375, whereas the actual value of the product of the particular branch under investigation amounted to only forty per cent. of that amount. The report fails to show that out of the actual amount of this class of pottery consumed in this country the American potter supplies only a little more than one-third of the total, based on the American wholesale selling price of all the goods, both imported and domestic.

"The American potters will take full advantage of any practical suggestions found in the report, for they do not belong to that particular class who claim to 'know it all,' but I know there will be great disappointment manifest from the fact that the report is not what it was represented it would be, namely, a simple and unbiased statement of facts and figures, instead of a mass of unfair conclusions."

The following conclusions are given as general statements of fact in the report:

"The potters of the United States are without adequate knowledge of the costs of production in their own industry.

"Extreme costs of production were found in the different potteries of the United States. There were also large variations in earnings and profits.

"Large differences in the cost of production between the potteries of the United States and those of Europe were found to exist. The general level of costs was considerably higher in the United States. In fact, the lowest cost of production in any European pottery except one establishment in Austria.

"Competitive prices of American and foreign ware in the United States are not determined solely by the difference in cost of production at home and abroad. Other factors, including customs duties, transportation charges and incidental expenses, are sufficient as shown in the report to offset the difference in cost of production.

"Many of the American potteries are poorly situ-

ated and the plants are badly arranged, owing to the haphazard character of their development. There are few American potteries that have thoroughly modern plants equipped throughout with up-to-date machinery.

"In spite of the fact that the average wages paid in American potteries in the different occupations are higher than those paid in European potteries, by from 90 to more than 600 per cent., the labor cost per unit of product never shows as great a difference as 82 per cent. (except in German china plants). This indicates the greater efficiency of American workmen.

"The standard list upon which American potters base their selling price is obsolete. It establishes for different articles selling prices that vary widely from the relative costs of production. Complete revision is necessary before American potters can intelligently sell their ware.

"There is a distinct need for more scientific methods of production, which can be brought about only by highly skilled instruction and more scientific research work.

"Finally, this report has aimed to be constructive in its analysis of the pottery industry. There are means by which the cost of production may be materially reduced. And these costs must be reduced, not only that the American industry may compete with foreign products brought into this market, but in order that American products may compete in foreign markets."

The investigation was made in the potteries of England, Germany and Austria, and, in the United States, in forty-eight establishments in New Jersey, Ohio, West Virginia, New York, Pennsylvania, Indiana and Maryland. The report deals exhaustively with the mechanical, scientific, labor and marketing processes connected with the industry.

BUFFALO, N. Y.—Announcement has just been made that the Buffalo Pottery Co. plans at an early date to start the manufacturing of vitrified hotel and dinner service china, a product that is now made by the Warwick China Co., of Wheeling, W. Va., The Mayer China Co., of Beaver Falls, Pa., and several others. There will be a division in the Buffalo plant, and semi-vitreous ware will be made in one part and the china body in another. Just how soon the Buffalo company will be able to place its new product on the market depends entirely upon the time consumed in making preliminary arrangements. The Blue Willow ware of this concern will be continued in the old or

semi-vitreous body. New shapes will most probably be used in the china body, and the two new lines will be complete in every detail.

* * *

Sebring, O.—The corporate life of the Oliver China Company ceased March 6, when the stockholders of this concern met and surrendered their charter. This plant was for many years under the management of George E. Sebring, and some time ago was taken over by the E. H. Sebring China Company, which is now successfully operating it. The Oliver plant was one of the first to be built here.

* * *

East Liverpool, O.—The D. E. McNicol Pottery Company, which was operating several kilns in the former plant of the Warner-Keffer China Company, manufacturing Rockingham and yellow ware, have transferred their operations to their own plants. The present owners of the Warner-Keffer plant are now at work forming a small company to manufacture white ware in it, but the lines will consist only of plates and "teas."

* * *

Sebring, O.—The French China Company will increase their capacity in the near future by the addition of two large glost kilns. This will make the French pottery a fourteen kiln plant with twelve decorating kilns, and allowing an output of eighteen glost and twelve bisque kilns per week. It is expected that the new kilns will be ready in the near future.

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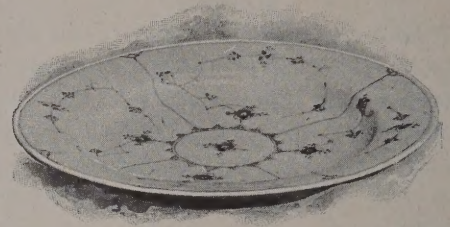
Boonville, Mo.—The old Boonville Pottery plant, established in 1835, and which for many years after did a thriving business in that section of the country, is now being torn down to make way for a realty venture. The story of the plant is interesting and deals with that time when stoneware was the popular pantry crockery. Collections were made by a salesman whose two and three month trips were made on horse-back. The business ran with varying success until about ten years ago when the larger plants of the North with their modern facilities forced the smaller plant to give way to the weight of competition.

Bankers' to Use Danish Porcelain

(Continued from page 25)

which will be located atop the new Equitable Building, New York's latest skyscraper, will be the last word in club decoration and furnishing. While it is intended primarily as a luncheon place for the leaders of finance, in planning for its furnishing the decorator had many seemingly small, yet vitally important, details to consider. First was the class of patronage the club would depend upon. Used to the luxuries of modern day conveniences, the reception rooms, grill, etc., must be of an appealing nature. The

chairs must fit, be snug and extremely comfortable. The arrangements for service must be perfect in order that tables in the farthest corner of the room can be quickly and accurately served. The table service, bar goods and other glassware must be of a nature that their continued use will not prove a discordant note in the entire furnishing scheme. The windows, in this case on all four sides, must be care-



The century old pattern in blue underglaze on a fluted ground to be used in the grill room of the new Bankers' Club, New York.

fully draped, so that while an abundance of natural light is admitted it will not be too strong. Ventilation and heating, carpeting, etc., all must receive careful attention, and it is in these matters that club decorating and furnishing differs from the ordinary residence work.

In view of the foregoing, mentioned merely to show the great care that has been exercised in the selection of each unit, the Royal Copenhagen Porcelain Works are to be congratulated upon their success, which places their ware before the most prosperous and exclusive class of people in New York, and that means the world.

CERAMIC CONVENTION A GREAT SUCCESS

THE seventeenth annual meeting of the American Ceramic Society, which convened at Detroit, last month, was the most successful meeting the association has had in some time, particularly in point of attendance, the registration being the largest in the history of the society.

At the conclusion of the routine business Prof. C. W. Parmelee, of New Brunswick, N. J., the retiring president, addressed the convention and by charts, showed the value of imports and exports of various countries relating to clay products.

Other speakers were R. F. MacMichel, Auburn, Wash.; M. W. Blair, Kushequa, Pa.; Mabel C. Farren, Pittsburgh, Pa.; Prof. A. S. Watts, Prof. C. F. Binns, and others.

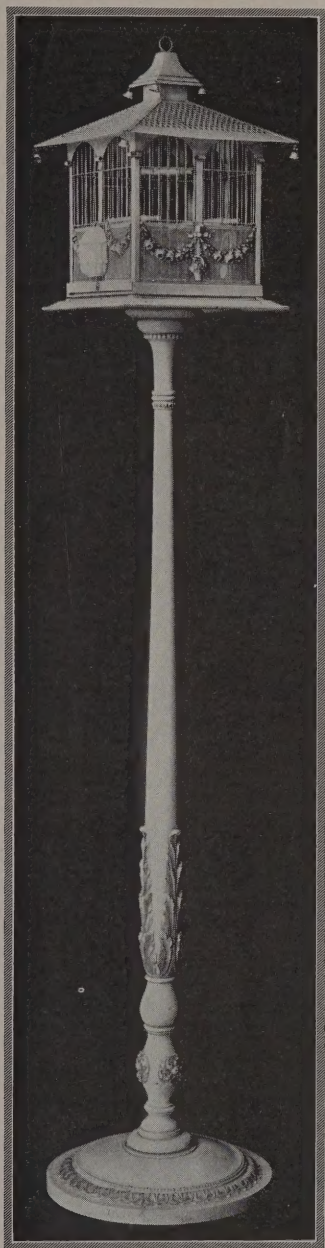
During the closing session, the officers elected for the ensuing year were announced, the choice falling on:

President, Richard R. Hice, Beaver, Pa.; vice-president, Raymond T. Stull, Urbana, Ill.; secretary, Edward Orton, Jr., Columbus, Ohio; treasurer, Herford Hope, New Brighton, Pa. Members of the board of trustees: Homer F. Staley, Ames, Iowa; F. W. Walker, Beaver Falls, Pa.; George H. Brown, Pittsburgh, Pa.

Something New for China Shops

(Continued from page 14)

are used in conjunction with, and, secondly, they serve to lend an atmosphere of homelike charm and char-



7.—Tall floor cage; old ivory finish with festoons of composition in Dresden colorings.

acter to a display of goods, which without accessories of this kind is too matter-of-fact.

The illustrations on this page give but a scant idea of the beauty and charm of the cages themselves. The designs, of course, are easily depicted, but the colors which constitute the life of the design cannot be shown in our black and white illustrations. Without doubt, these cages will prove very acceptable to the pottery and glassware store and more than pay for their cost in the added business they will occasion.

If any of our readers wish to know anything further regarding cages and where they may be obtained, we will be very pleased to give the required information and the name of the manufacturer making them.

INDIA IMPORTS OF AMERICAN LAMPS INCREASING

THE Director of Commercial Intelligence of the India Government, in discussing the metal-lamp feature of the Indian hardware trade, states that the most important development is the enormous strides made by the United States in capturing such trade. The imports from the United States, which were valued at \$375,051 in 1912-13, increased to \$577,105 in 1913-14, and the United States is now ahead of all other countries in this line.

Germany appears in the trade returns as a larger exporter to India of metal lamps than Austria, but Austrian lamps were found on inquiry to be commoner in the Calcutta market. Bombay is known to be a better market for German lamps than Calcutta, but a certain number of lamps entered in the trade returns as consigned from Germany are probably of Austrian make shipped from Hamburg. Imports from Germany into Calcutta consist mainly of hurricane lanterns, while Austria supplies principally table and hanging lamps of various descriptions. The most popular Austrian lamps are Ditmar's hanging and table lamps, the demand being greatest for line No. 14 of the former and for line No. 10 of the latter description.

It is stated that a brand of American hurricane lanterns has become so popular that it has greatly affected the trade in the "Victoria" brand of German hurricane lanterns, for which there was formerly a good demand. The larger size of the German lanterns cost \$2.58 per dozen, as against \$4.36 per dozen for the cheaper quality of the American lanterns, the latter being made of tin.

WAR CREATES MARKET FOR U. S. CROCKERY

OF the total imports into Canada, amounting to some \$3,000,000 annually, Great Britain furnishes about 50 per cent., the United States, Germany, France and Austria, in the order named, supplying most of the remainder. Nearly all the large New York importers maintain Canadian salesrooms, and all have traveling men in the Canadian territory. Since the outbreak of the war the popularity for German and Austrian ware has naturally diminished and imports from these countries and France have now practically ceased, and to some extent the British shipments of these goods have also fallen off.

This creates an important present deficit, states Consul H. P. Starrett, in the "Commerce Reports," that should be subject to careful investigation by American manufacturers.

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That advertised goods are sold for him. Don't be a price cutter.

He should know that if he subscribed for every magazine and book published he would not learn as much about his business as by reading one issue of his trade paper.

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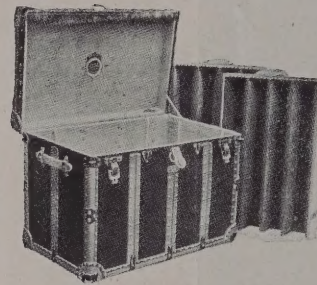
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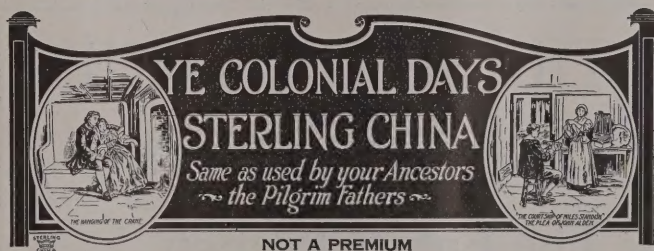
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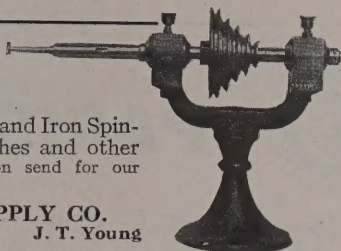
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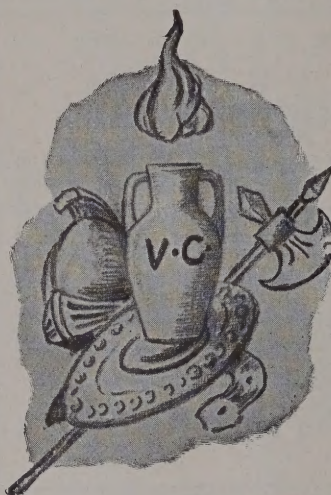
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